



The best-dressed woman, as distinguished from the woman who is merely well-dressed, wears Standware Jersey Cloth. From porch to promenade, it is the sportsmanlike cloth for devotees of fresh air and the smart air.

When you stipulate "Standware," you discriminate between the best-Pure Worsted and the rest-poor wool. The Standard is-

Standware

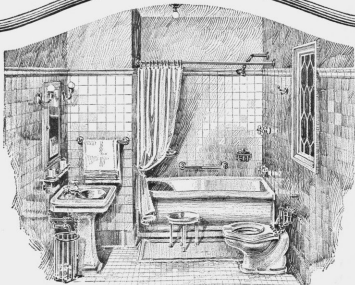
JERSEY CLOTH

Sarments made of "Standware" Jersey Cloth are on view at all fashionable Department Stores and Apparel Shops. The genuine is labeled "Standware," because it Stands Wear.



RUDOLPH SCHREIBER
1140 Broadway
New York





Masterpieces in Bathroomware

Ideals of utility and beauty in bathroom equipment which have been developing in the minds of critical people for generations are materialized, wrought into forms of enduring artistry, in Crane products.

Crane craftsmen design for durability, for convenience, for the utmost fulfillment of sanitary requirements—and the ultimate touch of master workmanship.

CRANE

is more than the name of a vast industrial organization, pledged to the highest standards of manufacturing—it is the accepted symbol of superlative quality in every product to which it applies.

To insure that standard, supplemental parts of equipments, sold by the Crane Co. but not made by them, are built from their own designs in many cases and always guaranteed by them.

Crane bathroom appointments are limited in scope only by the desires of Patrons. This is equally true of Crane kitchen fixtures, and heating, ventilating and vacuum cleaning systems. Literature on request.

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New York	Syracuse	Little Rock	Chicopee	Omaha	Great Falls
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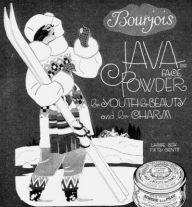
There is a new freshness, a new beauty in the remarkable Iridescent Prints for linings—a new development in Printed Silks.

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"I find Creme Nerol all that you claim for it in quality and results. For preserving and increasing the beauty of the skin, there is nothing better."

Among the celebrated beauties who endorse Creme Nerol are, Geraldine Farrar, Francis Starr, Margaret Anglu, Peggy Wood, Mollie King, Ellis Burke, and many others.

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If you knew intimately the many beautiful women of the stage who use Creme Nerol, and could peek for a moment into their private dressing rooms, and talk with them about this wonderful beauty cream which rests upon their dressing tables, no longer would you hesitate a moment to purchase a jar of Creme Nerol and make it your beauty cream.

Creme Nerol is delightfully fragrant and of exquisite quality. It imparts to the skin that satin smoothness and charming freshness that is so much admired.

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FORREST D. PULLEN
500 Fifth Ave., New York City

IN THE VANITY SHOPS

Charming Things to Give or Get

LUXURIES are necessities—this lesson the stars teach that five years of industrial chase has taught an uncomfortable world.

We, in our spacious western hemisphere, have discovered that the fabrication of the exquisite has been left too long to Europe and Asia, and hence the lesson we are now conveying our own imaginations and resources, and with happy results.

A mid-western firm which has been experimenting during the past two or three years with oils and herbs and sweet-smelling gums now presents to the American woman a delectable perfume which, it declares, ranks with the best made anywhere in the world and which it calls by a diverging French name.

What is its suggestion, this rare perfume? Brodia and blossoms, birds and flowers; April, May, June and July flowers, all blended into a ravishingly delicious bouquet—that is its suggestion. Many climates have contributed their balms and blossoms to its composition, and the greatest experts have weighed and measured and distilled these into a single colorful fragrance. *En passant*, it may be interesting to know that just one pound of the many ingredients used to make this exquisite perfume represents an expenditure of twelve hundred dollars in the part of the manufacturer and the use of tons of flowers.

The essence is charmingly bottled in a container, oblong in shape, measuring about three inches in height and two in width. It is set in a box with its own container, and the whole is unusually attractive in effect. An oblong stopper of plain heavy glass completes the distinguished little flask. The price is \$4. The toilet-water is similarly bottled, but the container is, of course, much larger. It also may be had for \$4.

The same fragrance scents delicately the refreshing face powder, which comes at \$1.50 the box; the fine smooth talcum at \$1.; and the velvety soap at \$1. the cake. Each article is packed in the delectable possible fashion.

At this season of the year, when gifts are in order, what could be more apt than a box containing this perfume and toilet-water, this face powder and soap de luxe? All of these luxuriant articles come occasionally packed in a fascinating box, the interior of which is heavy satin. The pictured cover implies a lovely fantasy—a little Aladdin's Wonderful figure romps with two golden butterflies among gay blossoms, and behind and overhead radiates a sunshiny blue sky. The price complete is \$15.

If you would have your skin as dazzlingly lovely as that of a Zulu queen, you would do well to use a series of creams and pastes with a pleasantly pungent odor and a fascinating Spanish name. It is by no means accident that the Spanish beauties of Andalus and Southern Spain are the possessors of magnificent complexions. Their fairness is due only to contrast of misty black tresses and smoky black eyes with skin of rich lighter tinge. Certain secrets of beauty culture have been handed down to these women by their forebears of the Moor, and, and these secrets they still follow behind the seclusion of harem and jalousied windows.

It is not possible that the daughter of the Spanish Moor could escape these priceless folk secrets across the Atlantic to the United States and that a native and enterprising descendant is now fabricating them for the great market of our own continent? So one needs to think, so one needs and uses these preparations so wisely packed and labeled.

Now, *Reader's Digest* will send you the names and addresses of any first mentioned address, or, if you wish, will be very glad to purchase for you any of the articles described. In ordering, send check or money order payable to *Reader's Digest*, with the order being paid which articles you desire. Please include a return address for the order, and \$1.00 cent for the postage and handling charge. Address: *Reader's Digest* Shipping Station, 219 West 20th Street, New York City, N. Y.

Four articles comprise the entire collection. Twice a week the woman who values her beauty should, during a free morning, apply to her face, a coating of this beautifier, which comes in the form of a heavy grayish paste, somewhat wet to consistency. From a half to an entire hour must be given this coating in which to become thoroughly dry, and when the beautifier has been accomplished, then the paste must be washed off in lukewarm water.

Each night before retiring, cold cream should be massaged gently into face, neck and arms with a rotary motion, and then rubbed off lightly with a dry cloth, thus leaving the pores well filled. That the effect of the beautifier and cold cream may be hastily preserved against the onslaughts of wind and dust, the beautiful woman will use, before she sets out on foot or in motor car, vanishing cream as a preface. Last of all powder—white, fresh, bronzette or pink—with be brushed evenly over her face, and then she will have a very happy and safe assurance that she is ready to combat the most scorching sunbeam, or the most critically searing icy.

ALUXURIOUS toilet article, daintily boxed and wrapped in one of the most appealing of presents. An internationally famous French perfume is guaranteed, just now, in addition to its exquisite odor and toilet-water, two uniquely attractive little cases. One picks up the first under the initials of the manufacturer, and the other, in volumes of verse. It stands three inches in height and four in length, and its open-front glass body makes it a beautiful picture of a gift-book case.

Rosati's will be these most little volumes daintily carried—as is their container—with minimum and gently flowered box paper. On the back of the first one you a loquacious which reads something like this—*Sweet, Sweet, Sweet, Sweet, Sweet*. On a second and third volume of the series, one reads a similar wish loving names as Rose and Rita. Who is the author of these delectable notes? His name is inscribed below their poetic titles, and if you will write to us we will give it to you with the greatest pleasure.

A single case of this exquisite soap costs \$2.00.

Covered with matching paper is a box of approximately the same size which is colored in outline. It contains loquacious, velvet, face powder with an aromatic suggestion and an exotic name. \$1.25 will purchase it.

The supply of these toilet articles is limited, which, of course, makes them all the more desirable. The firm that produces them has been besieged in France by a happy band of returning Vardian soldiers for more than a year, each eager to carry home with him a supply of French perfume, powder and other toilet articles of rare to staid, sweetest of life.

What wonder that there is but a limited supply to send to us through the channels of exportation? But a surprising perfume and powder is to be had at the place of their compounding.

Among the delectable perfumes from this famous Parisian House are two fragrances of great distinction. One of these suggests a rose—no one should omit its eyes and ears in Henry the rose and lilies and lilies which compose its wonderfully blended.

The other suggests not flowers, but gossamer, lilies and lilies and lilies and lilies. The first, in a one ounce bottle, costs \$1.25; the second in the same quantity in \$1.25.

Comcast	\$39.75	50	\$2,000.00
Verizon	39.75	50	\$2,000.00
AT&T	2.95	50	\$14.75
Spectrum	19.85	50	\$992.50
Time Warner	34.75	50	\$1,737.50
Charter	3.95	50	\$197.50

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Apply a small portion of Stillman's Pinkette Cream when retiring. Do not rub in, but apply lightly. Wash off in the morning with a good soap. Continue using the cream until the breakers entirely disappear.

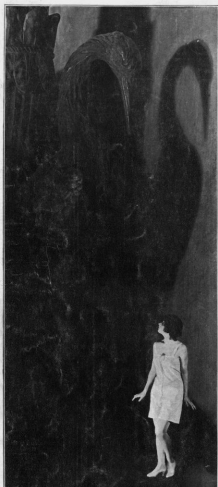
Start tonight—after two or three applications you will see results. After years of research specialists have counted this delightful, harmless cream which leaves the skin without a blemish. If your druggist hasn't it, write us direct. 50¢ per jar.

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Futurist undergarments are fashioned in fabrics sheer and soft to suit milady's merest whim. You may have them in dainty nainsooks, batistes, or wondrous silks from the far off Orient.

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the HATS to accompany them.



12—Quaint little frills of taffeta give the picturesque effect of panniers to this taffeta frock. Other claims to distinction are the large taffeta sash that ties at the back, and the fine embroidered batiste collar and cuffs. Navy blue, brown or black. 55.00

14—Printed Georgette crepe combined with plain navy blue Georgette fashions this frock which introduces small pleated ruffles and a new collar which widens at the shoulders. There is a narrow grosgrain ribbon sash. 68.00

YOUTHFULNESS and simplicity, sweetened with something quaint, and spiced with something piquant—such is the Springtime mode for misses, and so these frocks interpret it.

SIZES 14 to 20 YEARS

16—The simplicity of this satin frock explains its appeal to youth. The skirt shows two deep tucks; the softly draped bodice has short sleeves and a very becoming neckline. A colorful corsage nestles at the belt. Navy blue, brown or black. 45.00

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DORO—A picturesque type of frock, in white, maize, peach or
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Slip-on Women's Frocks of
Crêpe de Chine - 59.50

ADA—Silk soutache braid in Vermicelli pattern is artistically applied
on this frock of crêpe de chine, in white, flesh, orchid, navy or black.
It accentuates the rounded neck, short sleeves, distended pockets
and forms a wide skirt border; wrap around sash, silk Windsor tie.

Women's Organdie Frocks
with Tucks and Pleatings - 35.00

FERN—Charmingly piquant is this organdie frock in white, maize,
orchid or peach; rows of cluster tucks, self pleatings and a modified
skirt fulness give the fashionable bouffant effect. The navy blue
taffeta silk sash is in pleasing contrast to the delicate shades of
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Same model as "Fern" of dotted Swiss - 49.50

Hats illustrated are from Bonwit Teller & Co.,
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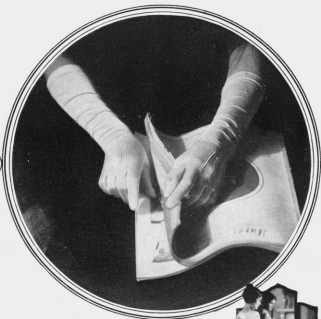
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